

CANNON, ALAN  
V.H. BOSTON

See  
Research #394

DRAWER 64

SPURIOUS QUOTATIONS

21 JAN 26 5 40 PM '77



Abraham Lincoln  
Quotations & Sayings  
Spurious  
“Cannot” Axioms  
by William J.H. Boetcker

Excerpts from newspapers and other sources

From the files of the  
Lincoln Financial Foundation Collection



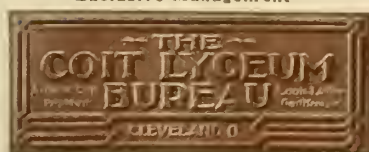
Prepared in 1913 by staff of Coit Alber Lyceum Bureau  
We look much more Extingusihed now



WM. J. H. BOETCKER

Popular Lecturer

Exclusive Management



## THE BOETCKER LECTURES

THE American public appreciates and applauds the self made man. One of the best instances of such a case is William J. H. Boetcker. He was born in Altona, Germany, and received his education in the public schools and Royal Gymnasium of that city. Being in need of funds to continue his education, he published his first book at the age of sixteen. It was entitled "Neuester Raetselschatz" and it is still in the German book market. Through this book he attracted the attention of Count Waldersee (then Commanding General of the Ninth Army Corps), also of Countess Waldersee (an American by birth) who became interested in the young man and assisted him financially in his studies. Through their advice and with their assistance he came to America, the great country with opportunities for all.

Once in America, with the desire for further education still burning within him, it was but natural that he soon found a way to continue his studies, attending the Chicago Theological Seminary and later graduating with high honors from the Theological Seminary (Presbyterian) at Bloomfield, N. J. He served as a regular minister for about ten years. Like many others, believing he had a message for the people, he went upon the lecture platform and has devoted all his time to lecturing and the study of social conditions for the past four years. His many addresses before national conventions gained for him recognition as one of the big men in the industrial peace movement which necessarily commands so much of our attention. He was the originator of Mental Antidote Literature. Believing the young in their impressionable age should have only wholesome and elevating literature within their reach, he has written numerous pamphlets under the title "Mental Antidote" and these have been sold and distributed by the hundreds of thousands all over the country. Small wonder is it that his lectures are so helpful and popular. It is his individuality that stamps him at once as a leader and commander to point the way.



# THE BOETCKER LECTURES

## HIS CREED

I believe in a Christian who can laugh.  
I believe in a Heaven that begins in this world.  
I believe in the Religion of Smiles that makes one always happy.  
I believe we are here to enjoy life and be contented.  
I believe in constructive doctrines and teachings.  
I believe in the single standard of pure morality.

These and many other questions pointing to permanent happiness and helpfulness are discussed in a bright and forceful manner in his popular lectures.

## LECTURE SUBJECTS

Plans and Specifications    Do and Be    Be Natural

He also has a series of Apologetical Lectures as well as Purity Lectures.

Being a member of the White Cross Society he is an earnest worker in its cause and never loses an opportunity to further its interests.

**RALPH PARLETTE**, Editor, *The Lyceumite* @ Talent, Says:

I am struck with both the man and his message. He is in desperate earnest. He believes what he says, and I believe what he says. Every audience will believe what he says, because he is so sincere, so frank, so enthusiastic, so convincing. He talks in monosyllables, talks so that the youngest as well as the oldest can understand. And there is no getting away from his argument.

Boetcker has come to answer and to solve the labor troubles of today, more especially in the cities. He has done a wonderful work, has written wonderful things, and this is but the beginning of what the Lord has in store for him to do. I wish every working man and every employer of labor could read his "Mental Antidote." I heard him a year ago, then I read his book, and it all has taken fast hold on me.

Boetcker sees clear thru things and tells you the answer. He works with a loving heart. I commend him to America.

He is willing to leave twice the salary to do platforming, because he wants to touch more people. That is the true type of man.

# THE BOETCKER LECTURES

## PRESS AND PERSONAL MENTION

### *Louisville Courier-Journal*

He does not use stories merely to amuse his audience, but rather to drive home and clinch his conclusions and arguments.

### *Muncie, Indiana, Star*

Mr. Boetcker is recognized to-day as one of the most eloquent, scholarly, witty, and forcible orators on the platform.

### *Indianapolis Star*

He impresses his hearers with his strong reasoning abilities and is overflowing with the fervor of a man in earnest with a message for his people.

### *Chicago Tribune*

One feels as though he had walked through this life blind and had just now begun to see, after hearing Dr. Boetcker's Lecture on "Plans and Specifications." Every man, woman and child in America ought to hear it. Man can't help but accept his philosophy of life and be uplifted by his forcible, logical arguments.

### *Indianapolis News*

Mr. Boetcker certainly has a wonderful reasoning power and his ability to carry his audience with

him only indicates that he has studied and learned to understand human nature.

### *Bowling Green, Ohio*

Dr. Wm. J. H. Boetcker is an enthusiastic, forceful and thoughtful speaker, who always has a message which he gives in a most pleasing manner. His reasoning is so mingled with humor that one does not weary in listening to him. He both entertains and instructs.

EDWIN E. ROGERS,  
*Pastor First Presbyterian Church*

### *Pemberville, Ohio*

I take pleasure in expressing my appreciation of Dr. Boetcker's lecture "Be Natural" which was given before our Brotherhood Club. The lecture is not only entertaining; it is also instructing and profitable. Our men were delighted with it.

SAMUEL W. HUECKER,  
*Pastor Presbyterian Church*

### *Evansville Republican*

Many who went to hear Dr. Wm. J. H. Boetcker's lecture in the auditorium last evening were unaware that he is the author who writes under the *nom de plume* of T. I. A. Nutshell. The same witticisms were noticeable in his speaking as in his writings.



# Something About The Inside

Printed for The National Inside Association of America.  
Toledo, Ohio Pittsburgh, Pa.



MARKED COPY

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THE BOETCKER LECTURES

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world for 25 cents.

1915

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Allen County Public Library, Fort Wayne, Indiana

For contact information, go to [www.LincolnCollection.org](http://www.LincolnCollection.org).

Hollo!

Dir, o Herr, dank' ich's allem  
Dir zur Ehre soll's ja sein.



*We reach the Outside from the Inside.*

*Yours*

*Wm. J. H. Boetcker*

No. 122

Printed Upon Request

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We Publish Literature That Makes People THINK

---

# HORSE SENSE



By  
WM. J. H. BOETCKER  
(Tianus Tiorio)

A Practical

## “SAFETY TALK”

From A New Angle

Address delivered at Annual Convention of  
NATIONAL SAFETY COUNCIL, at  
Pittsburgh, Pa., October 2nd, 1930

Sent to any address in the world, 10c per copy

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*Wake Up America!*

**S. O. R.**

*Save Our Republic*

---

Protect our  
**Compass—**  
**Steering Wheel**  
**And Mainspring**

---

By  
**Wm. J. H. Boetcker**  
Erie, Pa.

For further information:  
Write to S. O. R.    P. O. Box 486    Erie, Pa.



## WAKE UP AMERICA

An APPEAL to the

Heart, Conscience, Honor and Reason  
Of all those who have their hands at the

**“THROTTLE OF GOVERNMENT”**

And who handle the

**“SWITCH of LEGISLATION”**

Though our affairs are in a deplorable condition ;

Though many mistakes and sacrifices have been made ;

STILL: If you will choose **THIS DAY”**

**“Nov. 8th 1938 and thereafter”**

**to do YOUR DUTY**

It is possible to repair **MOST** (if not all) damage done and

**“SAVE OUR REPUBLIC”**

Bear in mind:

The U. S. Constitution was designed by real **STATESMEN** and accepted by the people when they were “sober with Reason”.

Let's protect our **“Compass and Steering Wheel”**  
Against **“Politicians”** who know not the effect of what they are doing.

While they are **“Drunk with Authority”,—**  
Worrying about the next Election—  
instead of worrying about the next Generation.

Think it Over.

Reason it Out.

**SAVE OUR REPUBLIC**

## WAKE UP AMERICA

“Thinking Workers”

“and Working Thinkers”

It is your duty to VOTE

A citizen who does not vote

Ought to be disfranchised.

Let it be known to all those whom you have sent  
to Washington to represent YOU, that you  
expect them to be real STATESMEN.

That they **MUST NOT**

Tamper with our “**COMPASS.**”

“**The U. S. Constitution**”

Weaken the “**STEERING WHEEL.**”

“**The U. S. Supreme Court**”

Or:

Monkey with the “**MAINSRING.**”

i.e. interfere with and paralyze the efforts  
of our **Captains and Pilots of Industry.**

To: Create Employment

Times are too serious—

T’would be a **CRIME** for surgeons to waste time  
**CONSULTING** while patients die on the  
operating table.

And: T’would be a **CRIME** to talk Party Politics  
and “Play Politics” while millions are suf-  
fering for want of far-sighted Statesman-  
ship.

Whether **Republican Or Democrat,**  
Whether **Progressive or Independent,**  
**Socialist or what not:**

**Let’s Vote AMERICAN**

i. e. vote for able, big-calibered,  
**HONEST** men who will pledge to pro-  
tect the

“**Compass, Steering Wheel and Mainspring**”

See the following page.

**SAVE OUR REPUBLIC**

Let us be **HONEST** with ourselves—

The **NEW DEAL** has **FAILED**.

It was doomed to failure, through miscarriage of Justice, before it was born, for:

The point of view, starting point and "ways and means" were wrong.

Though, admittedly, born of the Big Heart: of some "Friends of Men"

It could not hope to succeed, because it tried to do what **GOD HIMSELF** could not do—

i. e. make things undone or keep some people from reaping what they had sown.

Instead of applying proper "Antidotes" on the **INSIDE** they merely put some **SALVE** on the **Outside**.

Like many great Humanitarian causes the "New Deal" was killed and thoroughly discredited—**NOT** by its enemies or opponents but by **FOOL** friends from within—

i. e. Men who could not think **BIG** and Nationally. Men who lost all sense of proportion and justice and proper perspective and who proved by their own acts that they were drunk with power and intoxicated with Authority.

For:

We can **NOT** elevate Humanity **UP** to a Higher Plane

By making life easier—instead of making men: Wiser and Stronger.

We can **NOT** help men wisely by doing **FOR** them what they should and could do for themselves—only to find (too late) the more we do **FOR** them the less we can do **WITH** them.

We can **NOT** help small men **UP**  
By keeping **BIG** men down.

We can **NOT** strengthen the weak  
By weakening the strong.

We can **NOT** help a failure to succeed  
By dooming successful men to failure.

We can **NOT** make a sick man well  
By making a healthy man sick.

We can **NOT** help the Wage Earner **UP**—  
By holding the wage payer down.

We simply can **NOT** help the poor  
By soaking and kicking the rich.

We will **NEVER** produce general Prosperity and Happiness  
As long as we Penalize Success.

Think It Over.

Reason It Out.

**SAVE OUR REPUBLIC**

**THE**

# AMERICAN CHARTER

COMPASS, RUDDER AND STEERING WHEEL

for

## AMERICANISM

Item available in the Lincoln Financial Foundation Collection at the  
Allen County Public Library, Fort Wayne, Indiana

For contact information, go to [www.LincolnCollection.org](http://www.LincolnCollection.org).

By

WM. J. H. BOETCKER (TIORIO)

Minister, Lawyer, Lecturer, Traveler

Author of: Inside Maxims, Inside Talks, Inside Stories, and

### GOLDEN NUGGETS

Copyrighted 1945 by  
Inside Feature Service, Erie, Pa.

**Price**

**\$1.00**

===== SECOND EDITION =====

# FORBES

*Magazine of Business  
and Money Management*

120 FIFTH AVENUE • NEW YORK 11 • N. Y.

January 27, 1940.

Dear Bill:

It certainly was good to see you again, and looking so hale and hearty. I hope the good Lord spares you for many more years.

Yes, I saw the Jan. 17 issue of Look, with your Ten Points. And just to set them right as to the real author we are running it again in the Feb. 1 issue of Forbes. I enclose a tear sheet in case you have not yet received this issue.

Please do keep on sending me your efforts. I read every one of them and will try to help the good cause by quoting from them occasionally on our Thoughts page.

Best regards.

Sincerely,

*George*



(Reprinted from  
Erie Sunday Times)

## We Congratulate



- Rev. William Boetcker

**REV. WILLIAM J. H. BOETCKER**, veteran member of the Erie Presbytery and noted former Chautauqua speaker, is celebrating his 77th birthday in Erie today.

Rev. Boetcker is known throughout the country from the time when he lectured on Lyceum and Chautauqua platforms, several times with such prominent men as William Jennings Bryan and President Howard Taft.

An author since the age of 16, the local minister has penned 132 various books and pamphlets.

Coming to this country in 1891, he studied at the Chicago Theological Seminary and graduated from the Bloomfield Theological Seminary. He was ordained in Brooklyn in 1897.

**SINCE 1902** Rev. Boetcker has devoted much of his time to furthering of labor relations, despite the warning, he says, that "if some workman doesn't kill you, employers will break your heart."

Rev. Boetcker, whose home is at 501 Schenley dr., jokingly refers to his birthday as "the happiest day in my mother's life."

He will spend it with his oldest son, Col. William A. Boetcker, in Chagrin Falls.

Congratulations, Rev. Boetcker, and may you succeed in your ambition to work for another 30 years!

# Look

511 FIFTH AVENUE, NEW YORK 17, NEW YORK

Felix Jager, Promotion Director

Murray Hill 2-8730

February 9, 1950

Dear Reverend Boetcker:

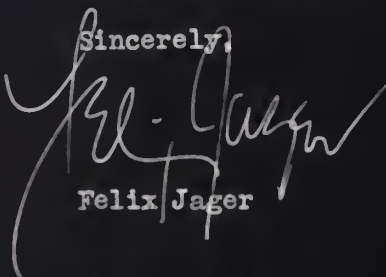
We are extremely sorry that you have had no reply to the numerous letters you have written LOOK in the last ten days. I believe I have collected all the material you have forwarded and am returning it today, as you requested.

We certainly regret that the quotations which appeared in our January 17 issue were credited to President Lincoln, and the issue of LOOK which will be released on Tuesday, February 14 will carry an apology to our readers.

LOOK printed these in complete good faith, as we approached the anniversary of Lincoln's birthday. As you undoubtedly know they have appeared in the Congressional Record several times as Lincoln statements, as well as in a flood of other publications. To such an extent, in fact, that the authenticity was never doubted. This seems to have been a trap which has caught many other publishers.

I believe if you will read the December issue of the Lincoln Journal (pages 476-479) you will understand fully how this came about.

Sincerely,



Felix Jager

Reverend William J. H. Boetcker  
501 Shenley Drive  
Erie, Pennsylvania

FJ:eh  
Enc.

March 23, 1950

Mr. William J.H. Boetcker  
Erie, Pennsylvania

My dear Mr. Boetcker:

Will you be able to advise me where I might secure any of the early printings of the axioms which you coined as early as 1919. We are constantly having inquiries with respect to the origin of these sayings and would like very much to provide exact information about the contribution you made.

Very truly yours,

LAW:EB

Director



Please study this letterhead and you will understand our life's Motives

Slogan: "A retreat from a wrong direction is the only honest move in the right direction"—Tiorio

In Multitude of counsel  
lies WISDOM  
Only in Individual Activity  
lies SUCCESS

REV Wm J H Boetcker pen names Tiorio and

## CIVIS AMERICANUS

(A VOLUNTEER COMMITTEE OF ONE)

Let's bring the people Truth and Light  
That they may Think and Reason Right  
They'll find their way without a doubt  
When they know the Truth.  
Then Think it over and Reason it Out.

ERIE, PA.

March 24th 50

Dr Louis A Warren  
Director  
The National Lincoln Life Foundation  
Fort Wayne Ind

Dear Sir Dr Warren. Thank you for yours of the 23rd inquiring about the origins of those TEN DONTs recently published by LOOK Magazine and erroneously accredited to President Lincoln-

Notice original letter from editors of LOOK as well as from our friend GEORGE of FORBES Magazine and almost every mail now brings letters of comment and inquiries-

Find attached brief outline as to BACKGROUND. Writer has been on lecture Platform ever since that historic KIMBALL HALL CONVENTION\* have spoken to over 6 millions and as stated in attached our favored and most asked for topic was: The Only Possible solution for the Labor problem and the high cost of living

about the latter we always held and still hold it is not the high cost of living as the cost of high and wrong living-

Notice miniature copy of 6 foot poster- prepared by local Committee and displayed in over 300 cities-

Find copy of one of the first TEN DONTs---but we used it in connection with many OTHER efforts trying to be true to above mottoes and again in recent months in defense of that so much misunderstood Taft Hartley Bill for we always held and still hold that: That can not be right for one which inflicts a wrong upon others and that can not be justice for one which inflicts an injustice upon others

We have no objection to have others reprint and comment but we don't like the idea of given other names as author in fact most of our latest efforts trying to be true to above-- have been prefaced with request to reprint and comment and make the most of it.

We claim having authored 134 various books and pamphlets and over 3000 what we call GOLDEN NUGGETS- you find 120 of them in enclosed book- of which a prominent Detroit Executive writes: It contains enough compressed truths between the lines to last the average man a life time.

Accept a complimentary copy of our American Charter- on page 3 you find again those TEN DONTs as Industrial Decalogue. If you are interested- ask for it- we send you more. Just us as a veteran minister with the missionary spirit of such. May we ask for reply and candid comment?

Anything specific you like to know? Cordially yours

Wm J H Boetcker

Known to millions under pen names Tiorio and Civis Americanus

Study this letterhead that you may understand our lifes MOTIVES

Slogan: "A retreat from a wrong direction is the only honest move in the right direction"—Tiorio

Rev Wm J H Boetcker pen names Tiorio and

In Multitude of counsel

lies WISDOM

Only in Individual Activity

lies SUCCESS

## CIVIS AMERICANUS

(A VOLUNTEER COMMITTEE OF ONE)

Let's bring the people Truth and Light  
That they may Think and Reason Right  
They'll find their way without a doubt  
When they know the Truth.  
Then Think it over and Reason it Out.

ERIE, PA. March 27th 50

Dr Louis A Warren  
Director The Lincoln National Life Association  
Fort Wayne Ind.

Dear Dr Warren. Trust you received that large envelope with preliminary  
reply-. Find enclosed a copy of the very FIRST 120 what we call Golden  
Nuggets. You may find many of the TEN DONTs in Embryo among these first 12  
"Something about the Inside"/

We wonder; will this "American charter of which the TEN POINTS or DONTs  
are only one page. page 3- meet the same fate as that MESSAGE TO GARCIA-  
of our good old friend Elbert Hubbard? Many had read it but only after a  
big calibered Executives DISCOVERED it did it become proverbial over night

"LOOK" discovered the value and truths of the TEN POINTS- who will become  
the discoverer of the "AMERICAN CHARTER" of which a M.C. said; THAT is the ONLY  
answer and; our M.C. Lemke said over RADIO: we live in a world without a RUDDER-

That is exactly what we hoped and still hope this "American charter will  
prove to be. What do you think?

Cordially yours

Wm J H Boetcker

Pen names Tiorio or Civis "Americanus.

---

A Voice in a wilderness of MISUNDERSTANDING

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April 5, 1950

Mr. J.H. Boetcker  
Civis Americanus  
Erie, Pennsylvania

My dear Mr. Boetcker:

Your response to my inquiry with reference to the axioms which you originated was very generous indeed, and I feel now as if I have a very good picture of what has occurred with respect to the origin of these axioms.

Inasmuch as I was formerly a clergyman in the Christian or Disciples Church, I can appreciate the attitude you have taken toward allowing the use of your various compositions.

Before I learned you was the author of the axioms I published in one of my little bulletins your quoted statements and *some comment of editorial* reference from Abraham Lincoln which at least did give a good picture of Lincoln's attitude with reference to these axioms.

I am enclosing such items for return which I think you would be pleased to possess and thank you for allowing me to see them.

I am enclosing a check for \$1.00 for the two little booklets which you forwarded, and also for the postage which was necessary to forward the information.

If there is anything I have retained which you intended for me to return, please advise me.

Very truly yours,

LAW:EB  
Encs.

Director

# QUO VADIS AMERICA?



FIFTH and SIXTH FREEDOMS

A RETREAT from a WRONG DIRECTION  
IS THE ONLY WISE MOVE  
in the RIGHT DIRECTION

Let's go BACK to a TRUE REPUBLIC  
With LIBERTY and JUSTICE  
FOR ALL.

## AN OPEN LETTER

... by ...

WM. J. H. BOETCKER  
Erie, Pa.

Editors: Please reprint and comment. Make the most of it.

INSIDE FEATURES SERVICE . . . ERIE, PA.

Fourth Edition

An Answer to a

## MACEDONIAN CALL

### OPEN LETTER.

To the American People in General  
and  
To the United States Congress and  
Every State Legislature in particular—

An appeal to the Conscience, Honor, Reason  
and Patriotism of those  
Who stand at the Throttle of Government..  
and  
Who handle the Switch of Legislation.

GREETINGS: These advance copies of excerpts from a contemplated book, entitled: The "SIX FREEDOMS", were written with the sincerest desire and in the hope, that it may help our people to THINK right, SEE straight and to LOOK AHEAD and prepare for the future.

READ it and HEED it. Make the most of it.  
Pass it on to others. Talk to your friends  
about it.

—If we are wrong—show us a better way—  
If we are right, get in line and help us in an  
effort to solve our Problems on the "OUT-  
SIDE" by starting from the "INSIDE".

Cordially yours for

TRUTH, JUSTICE, Honesty, Loyalty,  
plus Confidence, Good Will and Harmony  
towards

COOPERATION and  
BETTER UNDERSTANDING

Wm. J. H. Boetcker  
(Tianus Tiorio)

P. S.—Notice to readers: If you do not have the Gold Nug-  
get Cards referred to in the text, send a self-addressed  
stamped envelope and state the numbers you would like to  
have. They are yours for the asking.

THE AUTHOR

---

### ATTENTION:

Forums, Discussion Groups, Service Clubs,  
Teachers of High Schools, Colleges and Uni-  
versities, Labor Union Leaders and others:  
Use this and other folders as topics for debates,  
discussions, essays, etc.

Send for more material.

Erie, Pa., Mar. 1943

## PREFACE

While our whole country stands united to win this war and fight for victory and to restore peace, let us, who must stay at home in the mean time, work and think and look ahead and let our boys on the fighting front know, that: When they come back, they will find this a greater and better America, the kind of a Free Country our forefathers dreamed of, fought and died for.

We may be sure, that our boys will fight harder, more courageously and with more determination to win an early victory and our people will sacrifice more willingly if THEY know and if WE may know, that out of this world conflagration there will arise, like a phoenix out of the ashes a greater and BETTER America, that is a truly UNITED United States.

To make this dream and wish come true,

Let us stop tampering with the "COMPASS", the U. S. Constitution.

Let us stop meddling with the "STEERING WHEEL", the U. S. Supreme Court.

Let us at this critical hour stay away from party-Politics, Experiments and audacity and

**GO BACK TO STATESMANSHIP, EXPERIENCE and CAPACITY.**

Let us stop monkeying with the "MAIN SPRING" and not interfere with and paralyze the efforts of those who can truthfully and rightfully be called the "Backbone" of our country. Let us READ and HEED what a British statesman had to say, see page 8

\* \* \*

Readers will appreciate, that at best we can only touch on a few high-spots.

Judge the merits of this effort by what we try to convey and not by what we did not say or should have said—

. Compare with other writings of same author, and secure copies of the

**GOLD NUGGET CARDS** referred to.

WELFARE STATE ??? impossible ??  
Not GODS PLAN- ??

### CRADLE to GRAVE

Millions were thrilled indeed, when the news came from Washington, that a Committee, appointed by our President had submitted to Congress and the people in general a "scheme of life" from birth to death. Some definite blueprint for a life of security for all, from the cradle to the grave.

How alluring. How could any man help but welcome such Utopian plan, which would bring us the millenium, the Golden Age?

But: upon close examination it could only be taken seriously by those who look at this world through a keyhole of their own biased opinion i. e., those who have never seen the world and humanity as it really IS but who think that the world is as they see it or as they would like it to be. \* \* \*

Every architect knows that, in drawing up plans and specifications for a contemplated building, he must embody two provisions, namely: that first class material shall be used and first class workmanship shall be employed. Without these two as pre-requisites, his plans, be they ever so ideal can not be carried out.

\* \* \*

While studying this "Cradle to Grave Plan" we were reminded of a heart to heart talk we had with Eugene Debs, who reassured us that Socialism was the best form of Government in an Industrial state, but he admitted, sad at heart, that the workers were not ready for it and that they themselves would destroy it.

Let us be wise then and before drawing up plans for a carefree and 100 per cent secured world, produce the kind and type of human material which will make such IDEAL State and "Scheme of Life" possible and workable.

We feel that the authors of this "CRADLE to GRAVE" plan, are guilty of that typical error of most humanitarian geniuses, who judged others by themselves and who took it for granted that others would do just what they themselves would do under certain conditions—but they WON'T.

Let us follow Bishop Spalding's advise, that "the great aim of any wise Government should be: NOT to provide for all men, but to train and educate all men to take care of themselves" or in the words of Theo. Roosevelt: "There is no better way to really HELP people than by showing them ways and means to help themselves.

Now READ and HEED that Industrial DECALOGUE on page 16.



## Why The New Deal FAILED

Let us be honest with ourselves and admit that the so called "NEW DEAL" in toto has failed.

In many respects it was like that proverbial remedy which turned out to be worse than the disease it was supposed to cure.

The "NEW DEAL" was doomed to failure due to miscarriage of Justice before it came into being, a "miscarriage".

The point of view, the starting point and ways and means were wrong.

Intentions of the authors were all right but their judgment was poor.

Instead of being a NEW and BETTER DEAL it turned out to be a RAW DEAL.

Instead of protecting labor AGAINST wrong it was used as a subterfuge for some misleaders to DO WRONG.

\* \* \* \*

But:

That can not be JUSTICE for one  
Which results in an INJUSTICE to others.  
That can not be SECURITY for one  
Which results in INSECURITY to others  
That cannot be RIGHT for one  
Which inflicts a WRONG upon others.

## HOPELESS STRUGGLE

Just as that mythological Goddess ERIS started a hopeless struggle when she threw that golden apple of discord among the wedding guests—so some NEW DEALERS started a hopeless struggle and waged a ten years' CLASS WAR of the "man who has not" against "the man who has"—(as stated by Basil Brewer in his "THE GRAPES of the President's Wrath") and

Instead of building a bridge over any chasm, that kept men apart, they widened it with a propaganda of distrust and ill-will, by appealing to passions and prejudices, instead of appealing to reason and good judgment.

Though unquestionably born out of the big heart of some real "friends of men", it could not hope to succeed in the long run, because it tried to do what Almighty God himself could not do i. e., make things of the past UNDONE and save some people from reaping what they had sown and help some people to reap what they had NOT sown.

Instead of applying proper "antidotes" from the "INSIDE", they merely put some pain relieving salves on the OUTSIDE.

Like so many humanitarian movements of the past, this NEW DEAL was killed and thoroughly discredited, NOT by its enemies or opponents, but by its unwise friends from within. WHY?

All too many mental misfits were placed in charge and put into high places who proved by their very acts that they were small men in big places, for they were incapable of thinking BIG and NATIONALLY.

Many must have lost all sense of proportion and proper perspective and by usurping dictatorial powers and issuing tyrannical decrees defying all sense of justice and fair play, they proved that they must have been drunk with power and intoxicated with authority.

Many of them failed to recognize that a close analysis of the real "Problem of Labor" proves beyond doubt, that it originally was and fundamentally still is a MORAL QUESTION, which no law of man can solve.

And after all has been said:

There must first of all be a "Nation", yea, a WORLD WIDE awakening of the Public Conscience, a Spiritual REVIVAL and a Moral regeneration, before there can be any real economic recovery.

And to that end we do NOT need NEW LAWS but a NEW SPIRIT.

We do not need a change of court or change of the FORM of Government—

But a CHANGE of the HUMAN HEART, that is a return to applied Religion, which means:

BACK TO GOD.

BACK to eternal TRUTHS.

BACK to fundamental JUSTICE.

BACK to PRACTICAL RELIGION.

Back to that old fashioned SQUARE DEAL with distinct understanding, that there are FOUR sides to a square and then: The INSIDE".

There can be, there will be, No real recovery, no security, no progress, no prosperity with real genuine lasting Happiness without it.

## SAFETY and SECURITY for ALL

Before planning safety and security for all, let us be aware of the fact, that we may pass laws and insure and protect a man against anything and everything except against HIMSELF

A machine can be made fool proof, but man himself can NOT.

Speaking of safety and security, may we ask:

HOW can there be security for LABOR

Unless there is reasonable security for management?

HOW can there be safety for the wage earner—

Unless there is safety for the wage payer?

Therefore:

Let us make it safe for labor to invest its skill.

Let us make it safe for Capital to invest its money.

Let us make it safe for men of energy and enterprise to invest their experience and executive ability and USE their initiative for the benefit of all and thus:

Let us make it SAFE and worth while for all.

BUT: How can there be safety and security for the responsible Executives, when they know, that they may expect that at any time, after all risky pioneer ground work has been done,

That some irresponsible partners will be forced upon them who demand equal rights and authority, without assuming equal duties and responsibilities? That is: men who demand a share in all profits but not willing to share risks and losses?

All such misunderstanding is due to the erroneous idea of some short-sighted labor leaders or quack economists, who misled workers into believing that mere joining an organization was a MAGIC KEY, which enabled them to acquire overnight enough knowledge and wisdom to become a part of the business brains without any special training for the job. BUT:

Collective inexperience does not result in wisdom and experience. Think it over. Reason it Out.

## A BRITISH STATESMAN SPEAKS

When we think of all the confusion and misunderstanding caused by misapplying New Deal Ideas, we wish that the NEW DEALERS and now advocates of the CRADLE TO GRAVE scheme of life could have listened in to a chat we had at the "Ministry of Labour" a few years ago, while in London on a trip to study Labor legislation of various countries and their effect in the long run.

While discussing the difficulties arising between Capital and Labor—due to misunderstanding, Lord XXX said:

You see, B—, the trouble with capital and labor is, that they do not understand each other."

"They either over-estimate themselves or under-estimate the part the others play. There are right now," he continued, "many hundred thousand workmen, mostly skilled mechanics and artisans, walking the streets of London, Liverpool, Manchester, etc., out of employment, idle, non-productive."

"At the same time there are millions of pounds of English gold lying in the vaults of the Bank of England, waiting for investment, that is: capital, also non-productive."

### "WHAT ARE THEY WAITING FOR?"

"England is in need of and is waiting for a few courageous leaders, strong men, captains and pilots, pioneers and business builders who will lead us out of the storm. Men of energy and foresight, men of capacity—i. e., creative geniuses."

"When we find them or when they come forward to volunteer, we shall say:

"Come on—your country needs you."

"Hold out your right hand—Here is a list of 100,000 unemployed men."

"Hold out your other hand—Here is a letter of credit for a million pounds."

"Now get busy. Ask for more if you need it."

"We will protect you. We will stand behind you while your brains are thinking and working."

"And behold: Within a short time the workmen will be back at the bench, producing, working, creating values—earning a living for themselves and families."

"Every pound of gold will be invested in productive activities and will remain so — as long as these leaders and executives are guarded and protected. So long as they can use their brains and business ability."

"But—Should we permit such leaders to be harrassed, persecuted or threatened and hounded with uncertainty as to "What will happen next—?"

"Should we permit them to become paralyzed by having that Damocles sword of handicapping Legislation hanging over their heads? They will need both hands to protect themselves, they would drop their hands in self-defense and behold:

The workingmen will soon be back on the street—

Non-productive, looking for employment—

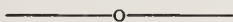
And Capital would go back into hiding—

Lying idle again—in the vaults of the bank.

Let us recognize this FACT—and concede, that brains and Executive ability of responsible leaders MUST have the "right of way."

"However, let us see things as they really ARE."

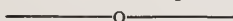
Again: READ and HEED that Industrial Decalogue on page 16.



### **LABOR PROBLEMS versus PROBLEMS OF LABOR**

While the NEW DEAL tries to solve the "so-called" Labor Problem, which arises during working hours, it does not even TOUCH the real "Problem of Labor" which lies outside of working hours, often with the wage-spenders or with the men themselves, in their homes, when they don't work and often don't know what to do with themselves.

That is why Bishop Spalding stresses the fact, that "The real enemy of Labor is not CAPITAL, but sin and vice and ignorance (unquote) the kind of Ignorance for which there is NO excuse. Compare Gold Nugget No. 2282.



### **Industrially IMPOSSIBLE**

Some parts of the New Deal remind us of Samuel Gompers and his opinion or verdict about certain "well intended" isms, of which he said: "they are philosophically wrong, economically unsound and industrially an impossibility."



## NO FOUR FREEDOMS without it.

The acceptance and strict observance of and adherence to the New (industrial) DECA-LOGUE with its TEN POINTS on page 16, are just as important and imperative for the future economic security and social well-being of our nation or the world to make

FREEDOM from WANT and FEAR possible,

As the return to the Decalogue of the Bible and the spirit of the "SERMON ON THE MOUNT" are imperative to safeguard our future spiritual well-being and religious security, for: There can be no

FREEDOM of RELIGION without it.

### LINCOLN did not agree with some NEW DEAL IDEAS

Honest "ABE" Lincoln did not believe in soaking or discouraging and even punishing the rich, for he said:—"that some should be rich shows that others may become rich and hence it is an encouragement to industry and enterprise—, I take it that it is best for all to leave each man free to acquire as much property as fast as he can. Some will get wealthy.

I don't believe in a law to prevent a man from getting rich, it would do more harm than good." (unquote)

Compare with our Gold Nugget number 2381 and let us make this again "THE" land of opportunity, where every man can make the most OF himself and do the most FOR himself and reach the very ZENITH of success, so long as he does not cause the poverty or exploit and take undue advantage of others.

For:

OUR FOREFATHERS PLANNED IT  
THAT WAY.

\* \* \* \*

There is no use denying the fact, that as long as some pioneers and business builders and natural born "money makers" succeed and make money, we all do, and if they don't—the wage earners won't.

One thing seems to be sure: Those who fathered this alluring NEW DEAL and CRADLE to the Grave Scheme of life, never were employers and never spent sleepless night worrying whether the morning's mail would bring enough orders to keep a factory going and enough checks to meet the coming payroll, often a real nightmare for wage payers.

## SIX Freedoms

TWO MORE freedoms needed.

While our President calls for FOUR FREEDOMS as our war aims—that is

Freedom of Speech, Freedom of Worship,  
Freedom from WANT and from FEAR.

Let us add TWO more freedoms, without which the first four freedoms are impossible, that is

FREEDOM of ENTERPRISE and  
FREEDOM FROM SELF—

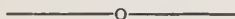
For: We must become a nation of strong men, who can govern themselves collectively, after our citizens have learned to govern, control and master themselves individually.

We are indeed faced with a wholesale job in which we can only hope to succeed if we start in a retail way.

We can pass laws to insure and protect a man against anything and everything, except against HIMSELF.

For that reason let us add that SIXTH Freedom for those who now are not really free men but who are their own slaves, i. e., slaves of passions and appetites.

This leads us back to the fundamental truth that: the REAL problem of mankind is MORAL, on the "INSIDE" and not economic or political on the "OUTSIDE".



### Do the People KNOW?

While recognizing Public Sentiment and Public Opinion as the most powerful constructive factors in the life and destiny of a city, state or nation, providing the people know the truth, the whole truth and nothing but the truth—

We also do know, that the PEOPLE would take an entirely different attitude in any controversy where wages and profits are involved, if they only KNEW and fully understood that: Any artificial increases in wages do NOT come out of the profits of the Employer but out of the pocket of the Buyer—and if the costs are too high, the people will not buy.

## DO THE PEOPLE UNDERSTAND?

Just as all too many people do not KNOW who really pays and determines the wages—there are all too many who do not understand WHO really is the Employer?

There is no use denying the fact, that it takes at least three forces to run an Industry,

1st: LABOR to carry out the detail work and under wise leadership and prudent management create values.

2nd: Capital (i.e. savings or former earnings NOT spent or dissipated) to carry on the work until finished products are sold and paid for.

3rd: Executive and Business ability of at least ONE man.

These three forces must cooperate, that is work FOR and WITH each other.

Neither can succeed without the other and, as Bishop Spalding said:

Quote: If labor is not directed by ABILITY it is sterile — the notion that those who work with their hands are the sole producers of wealth—is a fallacy which should deceive no one. (unquote)

Less than 5% of the employers are the real CAPITALISTS—

WHO then, is the employer? He is generally the “Third Party”, i.e., The Man Inside. The man who must borrow capital to keep his enterprise going. The man who must be willing to work the hardest, the longest hours,

The man who must be willing to assume all responsibility, run all risks—

The man who will get ALL the blame if things go wrong—

The man who gets little credit if things go right—for

## SO IT GOES

If an employer after years of hard pioneering work and worry, finally succeeds and makes money—the employees made it for him.

BUT: if he loses all he has (through no fault of his own)—that is his OWN FAULT.

## LET US TRUST THE PEOPLE

We can trust our people, if they know the TRUTH,

But we are afraid of the people if they do NOT know the truth.

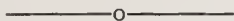
We can have confidence in our people, when sober with reason,

But we have reason to FEAR the same people when DRUNK with passion.

Let us TRUST our people, take them into our confidence.

Let us stop befuddling the minds of the people and befogging the real issues with new catchwords, nobody could define or with beautiful phrases that do not mean anything.

Our people are entitled to the TRUTH, they can TAKE it.



## STOP - LOOK - LISTEN

To those who are guilty of that typical "be-setting sin" of "passing the buck" and who refuse to get a "MOVE ON" until their stomachs or pocket books are in immediate danger—may we cite another British Statesman, none but Hon. Chamberlain, who confessed, that "England's (meaning her statesmen) passive resistance (referring to certain destructive elements) had been her most costly mistake. It had been worse than a crime, a colossal BLUNDER."

Wish all those "buck passers" who can't see what is ahead of them because they only look "in front of them" and who are too busy to build bridges BEFORE they "get to it" and prefer to "leave well enough alone, although GOD KNOWS, things are NOT well enough and should NOT be let alone—wish they had been with us in Paris, when we met some of the White Russians and former Industrial leaders of Russia, as they confessed to us, with tears in their eyes and despair in their hearts: "We brought this upon ourselves; we were NOT INTERESTED, when all could have been saved—"

Therefore we ask again: QUO VADIS AMERICA?..Stop-Look-Listen.

Think RIGHT, see STRAIGHT and look AHEAD.

With the words of Demosthenes we say: If you will chose NOW to do your duty it is time enough to repair most if not all.

## EARNING BEFORE SPENDING

A foremost Executive writes: "All this talk about getting money into peoples' hands to create (an artificial) purchasing power is all BUNK, which merely shows the stupidity of those who recommend it. (unquote)—

It is unbelievable but true, that some men in high places must, with childish simplicity believe in MAGIC.

A Magician may by mere "slight of hand" deceive the eye and make us believe that he can draw money out of the air—BUT, We can not start prosperity and create purchasing power "out of the air", without first going to the trouble of EARNING such power to buy or in other words: Give workers and wage earners an opportunity to work, to produce, to create values which other people need and want and are willing to buy and pay for.

## INEXORABLE LAWS

We can no more hope to ignore facts of sound economics or close our eyes to the laws of plain arithmetic, without courting disaster and causing general collapse—

Than we can ignore and transgress the laws of GOD and Nature and get away with it.

Two times two will always be FOUR and NO MORE.

We CAN NOT get something for nothing—except at expense of others who will get nothing for something.

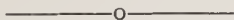
We MUST go back to the "Honest Dollar", really EARNED and get away from easy money, shadily gotten.

We must go back to creating and business-building and get away from gambling and speculating or in the words of "BILL" Rogers: Stop buying something that does not exist from somebody who "hasn't got" it.

We must learn, that we can not create real prosperity with artificial values or stage money.

## A REAL STUMBLING BLOCK

Besides "passing the buck"—there is one almost insurmountable stumbling block—. For: What is after all wrong with so many people? Our answer would be: You CAN'T TELL THEM ANYTHING. They are too busy trying to GET something from those who HAVE more, that they will not listen to those who KNOW more.



### BE FAIR to The Writer

That there may be no misunderstanding and no room for some perverters of truth to misconstrue and misinterpret our motives:

Readers will please complement and supplement this by securing latest Gold Nugget Postal Nos. 2272 to 2282 and by all means read and heed the Booklet: "What I Would Do As a Union Man".

We firmly believe in Organized Labor and Labor Unions for:

Labor Unions are ALL RIGHT if they ARE all right, and

All the recently exposed rackets and black-mailings and crimes committed within some Unions do not justify any attempts to discredit all Unions which are after all, NOT a Labor Problem, but rather honest, sincere though often misdirected efforts to solve the Labor Problem.

Instead of fighting them or belittling and discrediting them—let us help honest and big calibered LABOR Leaders to bring the workers TRUTH and LIGHT, that they may think and reason right.



## THE INDUSTRIAL DECALOGUE

### TEN DON'TS

Boetcker Says:

You can NOT elevate Humanity UP to a higher plane by making life easier instead of making men wiser and stronger.

You can NOT help men wisely by doing FOR them what they could and should do for themselves.

For: The more you do FOR them—  
The LESS you can do WITH them.

You can NOT help small men UP  
By tearing BIG men DOWN.

You can NOT strengthen the weak  
By weakening the STRONG.

You can NOT help a failure to succeed  
By dooming successful men to failure.

You can NOT help the wage earners UP  
By holding the wage PAYERS DOWN.

You can NOT make sick men well  
By making healthy men SICK.

You can NOT help the POOR  
By soaking or kicking the RICH.

You can NOT bring back Prosperity and Happiness so long as you penalize SUCCESS or "MONKEY with the Mainspring" i. e. stifle initiative and individual activity by discouraging and paralyzing the efforts of our Pioneer Builders, captains and Pilots of Industry "to make JOBS and create Employment"

You can NOT solve the REAL problems which are on the "INSIDE"  
By applying salves, palliatives or "LAWS" on the OUTSIDE.

Think it over

Reason it out

INSIDE FEATURE SERVICE  
ERIE, PA.

# THE NEW DECALOGUE

For all those who stand at the "Throttle of Government"  
and all those who handle the "Switch of Legislation."

## TEN DON'TS



You can NOT elevate Humanity UP to a Higher plane  
by making "Life Easier" instead of  
Making Men wiser and stronger.

You can NOT help men wisely, by doing FOR them,  
What they could and should do for themselves.  
For: The more you do FOR them—  
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i. e. stifle Initiative and Individual Activity  
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"To make JOBS and create Employment."

You can NOT solve the REAL problems on the INSIDE  
by applying salves and "Laws" on the outside.

THINK IT OVER

REASON IT OUT

# LECTURE

TO EVERY EMPLOYEE

Men and Women

TO EVERY TEACHER

Male or Female

TO EVERY MINISTER

All Denominations

TO EVERY EMPLOYER

Large or Small

— GIVEN UNDER THE AUSPICES OF —

THE NATIONAL INSIDE ASSOCIATION OF AMERICA

— BY —

DR. WM. J. H. BOETCKER

Minister - Lawyer - Author - Traveler - Lecturer

MON DEC 8

AUDITORIUM

8 O'CLOCK, EVENING

SUBJECT:

THE ONLY POSSIBLE SOLUTION OF THE LABOR PROBLEM  
AND THE HIGH COST OF LIVING

ADMISSION BY TICKET ONLY

Secure tickets from Your Employer, Y. M. C. A., Your Minister

NO SEATS RESERVED

PLEASE READ AND RETURN



To all those who LOVE America and who feel the need for a real **CHARTER** and **COMPASS**.

# *Will You Do Your Part?*

and help get a copy to all Churches, Colleges, Universities—Public officials—members of Congress and State Legislators, Scout troops, Local posts of all veteran Organizations until every home in America will have this CHARTER and COMPASS to go by?

Do you agree?

A returned soldier writes:

I have read your Charter and Compass.

It has proven greatly informative and graphically helpful.

It should be in the hands of every sound thinking citizen of our wonderful country.



The Editor of a most prominent monthly Digest writes:

I have read your autographed copy of "The American Charter and Compass." Its stirring Christian message is full of inspiration and I wish you success in your crusade to turn men's minds towards higher things.



A Roman Catholic Archbishop, referring to Charter and Compass wrote:

That's just what they are: Charter and Compass. Many books are not worth the paper they are printed on. Yours is well worth serious perusal and **deserves to be widely circulated.**



A foremost Executive writes:

Your Charter and Compass is full of the sound economic doctrine that sorely needs to be preached at this particular time.



A veteran Machinist writes:

Your "Charter and Compass" is a wonderful book. If everybody could read it and let it soak in and then radiate its contents to those they come in contact with in their daily lives, this old world would be a little closer to what our Heavenly father would like to have it to be.



Is there anything you would NOT do to make this a greater and better Country to live in?

Then; GET IN LINE—read other side.



19 hundred and now.

I, the undersigned have read your "Charter and Compass" and gladly volunteer to do my part and help get a copy into every home of our wonderful country.

Find enclosed ..... \$..... for which you will please send an autographed copy to parties given below. You may—may not—mention that it is a complimentary copy from

Name: .....

Address: .....

[illegible]

The national Program to get this CHARTER and COMPASS into every home in America justifies such request.

**This is time for ACTION.**

See other side.



REV. WM. J. H. BOETCKER and the INSIDE STUDY

At Shenley Drive, Erie, Pa., where the "AMERICAN CHARTER" and "GOLDEN NUGGETS" were written



While our Unions try to solve the "Labor Problem" it is up to the Church to solve the REAL "PROBLEM OF LABOR."

A. D. 1903

GOD So decreed, that:

Those who CAN see—must see for those  
who are BLIND.

Those who CAN hear—must listen for  
those who are DEAF.

Those who CAN think—must think and  
reason for those

Who can't—won't or don't think.

Those who are awake—MUST ACT for  
those who are asleep—

Or lulled into false security.

**There is NO other way. Therefore:**

Let's bring the people TRUTH and LIGHT

Let's make them THINK and REASON  
right.

They'll find their way—without a doubt

When they know the TRUTH

Then "Think it over" and "Reason it out."

A. D. 1913

"A man can never do his BEST and make the  
MOST of himself at day—at work.  
While he does his WORST and makes the LEAST  
of himself at night — outside of working  
hours."

background to those much discussed" TEN DONTs

There should be several millions in this country who will remember writer from lectures delivered since 1903 at Chautauquas and Lyceum Lectures courses as well as Conventions and service clubs etc--

One of our most discussed Lectures we on:

The Only Possible solution for the Labor Problem  
and the High Cost of Living"

For a man with legal training (and we are both a lawyer--though we never practiced law and a veteran ordained Presbyterian Minister--such was a risky topic unless a man was sure of his ground but we were then and are to-day: For; we always held and hold now that there is a difference between what we call "Labor Problem" and the real "Problem of Labor" and what we generally call LABOR PROBLEM is not a problem that could be solved for GOD could not make the pair UN DONE, but it is rather a condition that can and must be improved-- and to do that we must deal with underlying MORAL CAUSES and only then start and deal with economic CASES.

Then we told the story of Edison who experimented for years and to discover that Incandescent lamp- and over 900 times he failed. When someone asked him whether he did not get discouraged he replied; NO- for: every time I Fail I have found another way how it can NOT be done- so he kept on until he found a way how it could and can be done and that lead us to those ten donts and we declared: If we did nothing else that show how we can NOT solve our problems-- we feel it was worth a lifes effort and we have hundreds of Maxims indicating SOME of the ways how it CAN at least be partly done, stressing CAUSES versus Cases.

Speaking of High Cost of living we had data to prove that it was the cost of HIGH and BRO C living which is bedeviling our country to-day.

Those TEN DONTs have been included in our "AMERICAN CHARTER" page 3 under title; Industrial RECALOGUE and eight of the ten Commandments are plain DONTs- or injunctions.

Now; what is your comment of the TEN DONT after you read this background. a?



Donner, Alexis  
V.H. Boettger

Drawer 64

Spurious Quorum

